

## THE VOGUE RANKS AS ONLY LADIES CATERER WEST OF FORT WORTH

Artistic expression of every desire in the feminine heart is found in The Vogue, the only exclusive ladies specialty store between Fort Worth and Denver.

This store, located at 404 Polk street, and occupying 18x100 foot, spectacular whatever appeals to the ladies. Nothing but the highest ideals are exemplified in the merchandising policy of The Vogue. It is interesting to note that The Vogue does not boast any particular brand of ladies' wear—once within the charmed precincts of this emporium the goods become Vogue dresses, suits, furnishings, notions and accessories. In this connection ladies have awakened to a realization of the fact that the "Vogue Quality" is the best for the very reason that it needs must be up to highest standard to find place in this exclusive establishment.

With this characterization, The Vogue has built its large list of exacting patrons in and out of Amarillo and with every patron in this city or elsewhere, it has become the "dependable store." This reputation has been established by the owners of The Vogue, Mesdames Flynn and Garrison, regardless of other consequences, both realizing the worth of a dependable product in every line before entering business. Having established the standards upon which all may depend, the owners of the establishment look upon their reputation as the strongest asset, and allow nothing to cause a departure from them.

Both of the owners of this beautiful store, a store that appeals to the very reason of its exclusiveness, are ladies of long experience in handling high-grade ready-to-wear and furnishings for members of their sex. They have been described by the more critical of their patrons as "sticklers for artistic effects and builders of faultless ensembles." So far reaching is this fame that ladies from all points in the Panhandle and Plains country are sending in their orders, leaving selections to the judgment of The Vogue. This is a compliment of no mean proportions, and one that has been but seldom bestowed by the discriminative, prior to the establishment of this exclusive store.

Time was when the more exacting did not consider it possible to satisfy their wants short of the cosmopolitan centers of merchandising of the northern and eastern trade centers. This time is past—The Vogue carries nothing but New York styles, representing the latest and most approved interpretations of Dame Fashion's exacting demands. Creations from Paris artists—fresh with approval of titled and dignified leaders, are copied and hurried to The Vogue so that its customers may have without question that which is smart and pleasing, while the style is really timely.

It would not be fair to this establishment to spend the entire time in a vain effort to give a concept of its dresses, coats or wraps, all of which The Vogue shows in wide range of exclusive models, shades, tints and colors. Hence there must be refer-

ence to miscellaneous lines. If it is worth while up-to-date, dependable or in any way desirable, The Vogue has it. Mesdames Flynn & Garrison spend much time in poring over the latest creations at the fashion centers so that their offerings shall not be one whit behind the most advanced styles in America. It matters little what the feminine want may be, it can be satisfied in The Vogue. If the fancy turns to silk hosiery, fancy hand bags, neck wear, underwear, hair ornamentation, and down to the very minutia of the toilet, the ladies' wants have been anticipated and that with the daintiest possible selections from the choicest stores in New York.

Social leaders in this and other cities are becoming more and more to depend upon authorities in the interpretation and satisfaction of their desires. The Vogue specializes investigation into fads, fancies and styles, and places its seal of approval on no article that is not known to represent the best in its class, regardless of price. This determination is yielding its fruits in steadily growing patronage—patronage whose exacting type gives endorsement of unquestioned worth.

Unlike many stores handling ladies' goods, this establishment does not stock to its capacity at any one time, but rather buys conservatively and frequently thus having arrivals from creative centers by express. Attention has been called to the fact that this week's models are written and printed in the publications of the country's metropolis, and next week they are to be physically examined in The Vogue in Amarillo. All this necessitates not only a close and watchful eye, but also the expenditure of money. These are the penalties of being upon the crest of fashion's approved tide, and The Vogue is not only willing but glad to pay for its own beloved exclusiveness.

Colemans might be written and with justice to The Vogue in order to express detailed description, and yet fail to give a full concept of its business and capacity for business. It is fair and nothing more to say that those in charge of this store represent rare capabilities. Possessed of their own artistic tastes and appreciation of pretty and serviceable wares, they have imbibed those of the entire feminine world in order that their patrons may have the benefit of the combination and blending. Patrons are "treated individually" in The Vogue, that is to say, ladies are guided by experts according to the highest concept of their strong points, guaranteeing a harmony in the absence of which the effect would be marred if not utterly destroyed.

This is by no means to be construed to mean that everything is high-priced in The Vogue, for such is far from being the case. Mesdames Flynn & Garrison find quality in the simple fabric and combination of weaves, as well as in the more expensive productions of the world's leading mills and factories. Cheaply priced, elegantly designed and executed gowns are specialized by The Vogue. Whether for \$5 or \$50.00 The Vogue gives the greatest worth for the money.

## FIRE DEPARTMENT IS SECOND TO FEW

(H. B. Jones.)

The Amarillo Fire Department was organized September 23, 1903, by Sieb Houston, Tom L. Miller, J. R. Wallace, H. B. Jones, J. E. Spann, Tom Curry, H. H. Trolinger, Arthur McKnight, J. R. Trolinger, Len McClelland, Chas. Trolinger, Don Crosscott, Walter Crosscott, H. M. Britt, Chas. Porter and Herman Kerr.

The officers elected at the organization were: Sieb Houston, chief. Tom L. Miller, assistant chief. J. R. Wallace, foreman hose company.

H. B. Jones, foreman hook and ladder company.

The apparatus consisted of one hand hose reel and one thousand feet of standard hose.

At that time the town had about two thousand inhabitants.

There were twenty-five fire hydrants.

The constant pressure on the mains was thirty-five pounds obtained from a 64,000 gallon standpipe eighty-five feet high.

The fire pressure was eighty pounds obtained from a stationary pump.

In the spring of 1904 a combination chemical and hose wagon was bought by the City Council, and a pair of horses were bought by the department.

In June 1904 Tom L. Miller was elected chief, replacing Houston, who had moved to McKinney, Texas.

In 1905 seventeen fire hydrants were installed by the water company and the city procured a ladder truck.

Another pair of horses were bought by the department and another driver added.

In 1909 H. B. Jones was elected chief and the department was put on a partial pay basis, there being three paid men.

In 1910 the water company added seventy-eight fire hydrants, making a total of one hundred and twenty, and covering every house within the city limits.

A new high pressure pump was installed, which gives a fire pressure of one hundred and forty pounds.

In July 1911 the city bought an American-La France auto combination hose and chemical wagon.

The success of the department since purchasing the auto has been phenomenal, as it has been able to reach fires at a long distance from the station and in many cases to extinguish them with the chemical before the horse apparatus could reach the scene.

The auto has been to several fires during the winter of 1911-12 in mud and snow that the horse apparatus either never reached or were too late to be of any assistance.

The success of the department in 1911 is best shown by the fact that although the number of fires increased in 1911 over any previous year, the loss ratio of insurance paid to insurance premiums was twenty-four per cent, whereas the general average for the State of Texas was seventy-three per cent.

The department at present has twenty-seven members, four of these being paid men.

The department is supported by volunteer subscriptions. The apparatus consists of one auto combination hose and chemical wagon—one horse drawn hose wagon, one horse drawn combination chemical and ladder truck and 3,000 feet of hose.

## AMUSEMENT FIRM ESTABLISHES BRANCH

The T. & A. Amusement Company, which operates a film exchange as well as a large circuit of theaters throughout Texas and New Mexico, has opened what is known as its Feature Film Department at Fort Worth, Texas. It has also established an office at Texarkana and Messers, Underwood & Scott are contemplating opening their offices at Denver, Colorado, Wichita, Kansas, and Little Rock, Arkansas.

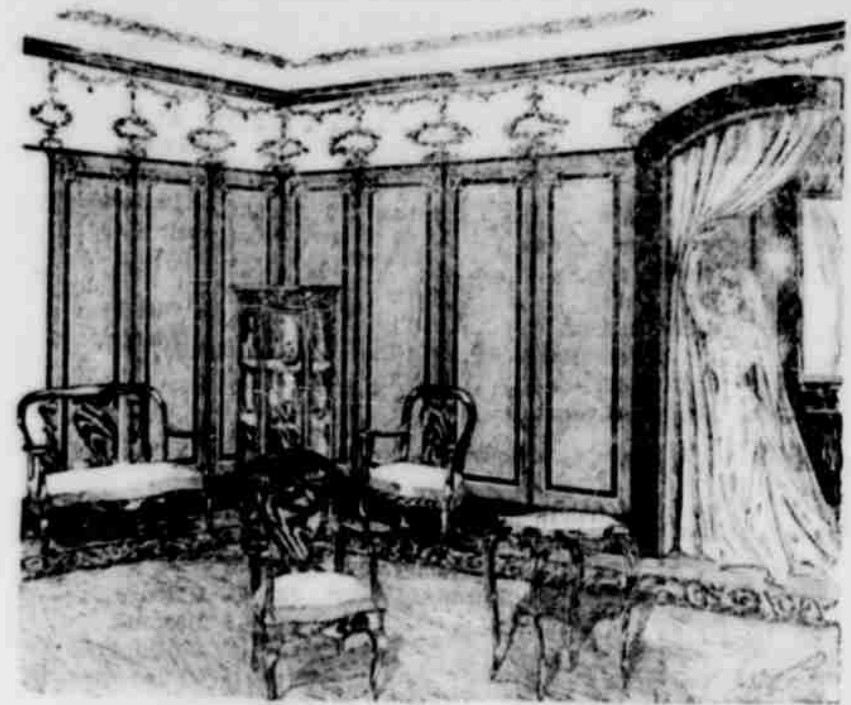
Mr. Scott announces that Amarillo will always be headquarters for this company, regardless of circumstances. These gentlemen came to Amarillo a little less than three years ago, and they then saw the wonderful possibilities of this as a distributing center. It was their desire to make Amarillo the largest film distributing center in Texas, which they have accomplished within a comparatively short time.

Two better Amarillo boosters are not to be found than Messrs. Underwood & Scott.

### Notice.

Lost—Check payable to Mrs. Fannie Golding, made by Golding Drug Co. by J. C. Golding. Check No. 1058, amount \$25.00. Finder return to Golding Drug Co., as payment has been stopped. 158-1e

The Pattern Makers' Union has sent notices from headquarters in Cincinnati, O., that the referendum vote on the proposition to hold a convention of the League of Pattern Makers this year was defeated, but that the same question will be submitted in the near future.



**W**HEN THE BRIDE COMES HOME, then home begins. Her deft fingers, her loving thoughtfulness, her ideas and her ideals, all of these she works into the sweet romance, the high art, and the pleasant duty of home-making. And every home is a home for a bride, whether the bride is the girl who will wear the veil next month or the mother who counts a quarter century or more since the wedding day. \* \* \* Furniture is the material and the tools which brides use to make homes and only with good tools and good material can these workers reach your ideals and theirs. \* \* \* That's why King-Holland furniture helps make homes. We have the tools and the material which good home-makers choose. \* \* \* Good homes are built more slowly than good buildings a little at a time. That's why every home needs our help and good home-makers help themselves by visiting us often. \* \* \* Brides do not pick husbands from catalogues and good home-makers do not buy furniture that way. They come to our store and look our furniture over and put it to every test until it suits them.

## THE MOST EXQUISITELY BEAUTIFUL BEDROOM SUITE YOU EVER SAW

In one of our show windows now, we are showing a bed-room suite in white and gold and glass that you will instantly declare is the most perfectly beautiful set of bedroom furniture you ever saw. You must see it to appreciate it, catalogue pictures and catalogue descriptions can't show it to you. We could tell you that it is hard white enamel over white maple fashioned in modernized Flanders style, with gold drawer pulls, beveled plate mirrors, and beveled plate dresser tops over figured silk brocade, but we can't show it to you until you visit our store.

## HANDSOME RUGS AND PRETTY DRAPERIES

Room rugs, in solid patterns, rich colorings and soft color tones—that's one of the new lines of rugs we have for you to see. And Oriental, Wiltons, Axminster, durable and pretty low priced ingrain and fibre rugs. Window hangings, crisp and dainty, in new shades and tasteful patterns, here they are for you. Your pocket-book and your good taste will be suited with our rugs and draperies.

King-Holland Are "At Home" to You.

## GAS COMFORT WITHOUT GAS COST

Those marvelous Revonoc oil stoves cook as well as the most expensive ranges of coal or gas, and cost only one-fourth as much to run. We have them from \$10.50 to \$23.00. Clean, cool, convenient and safe as electric lights. We guarantee them. You lose money every day you do without one.

King-Holland Make You Money.

## FURNITURE THAT LIKES THE OUTDOORS

All outdoors is yours now and for the summer months to come, because with our 1911 Hickory Chairs, rockers, and settees, our lazy-comfort lawn swings and our luxurious Hammocks, you can make your front porch, back porch and lawn the most inviting and entertaining and restful places about your house. No need to worry about sun, wind, dust or rain. Our outdoor furniture is made for the outdoors and it likes it.

King-Holland Saves Housework.

## LINOLEUMS AND MATTINGS PLEASE BUYERS

It will surprise you how far a little money will go in making a new house home-like and in making any house fresh and attractive if you will look over our big line of linoleums, floor oil cloths, matting and fibre carpets. If you look them over you will buy because the prices are so comfortable to you, and the designs are so appropriate that you will find at least one or two of your rooms ready for these sensible sanitary and slightly floor coverings.

King-Holland Prices Please You.

## LET O. V. B. BUY YOUR GROCERIES

With a Revonoc oil stove and an O. V. B. refrigerator in your kitchen, you can live well this summer for little money. Fresh vegetables, fruits, and dairy foods are inexpensive and they are good for you; and O. V. B. keeps them sweet and dainty to the last drop. "Ice bill—?" not half what you would waste in spoiled eatables if you suffer with a hot stove and an old style refrigerator or no refrigerator at all.

King-Holland Terms Are Easy.

## FRAMES MAKE PICTURES VALUABLE

When you snit your pictures with our frames you can make valuable pictures for your home or for gifts by using simple water colors or good prints color and black-and-white prints. Try it.

King-Holland Sells All the People.

## King--Holland Pay the Freight for 100 Miles

It's worth coming a hundred miles to look over our complete line for every house furnishing need, and we pay the freight on your purchases to any railroad point within one hundred miles of Amarillo.

Whether you want a Gunn sectional book-case, a Sellers kitchen cabinet, or Circassian walnut furniture, or Dixie Queen mattresses, we have what you want in every line of house furnishings ready to ship or to deliver to you.

# King--Holland Furniture Co.

612 Polk St.  
Phone 826

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Opera House

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is merely financial success in actual operation. When you carry an account and build up a credit with a strong, conservative bank you are placing your business upon a broader and a more safe foundation.

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